2015 EARNED VALUE PROMOTION

CONTENTS

I. BACKGROUND AND PROGRAM DESCRIPTION

The 2015 Earned Value Promotion attempts to help slow the decline of First-Class Mail® as well as Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) pieces due to their volumes continuing to decline. As technology continues to disrupt the mail volume, the U.S. Postal Service® would like to ensure reply mail remains a relevant part of the First-Class Mail marketing mix by encouraging mailers to continue providing BRM and CRM enclosures in their outbound mailings.

Earned Value promotion will be offered to mailers who use Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) enclosures. Mailers must register their Mailer IDs (MIDs) and Permit Imprint accounts to which future earned credits will be applied on the Business Customer Gateway.

BRM and CRM pieces that customers return to the mailer and have a valid Intelligent Mail® barcode (IMb®) with a registered MID will be counted. At the end of the promotion, the earned value assigned to BRM will be multiplied by total BRM pieces counted and the earned value assigned to CRM will be multiplied by the total CRM pieces counted. Once the mailer accepts their credits in the Business Customer Gateway (BCG), they will be applied to the Permit accounts. The mailer can apply the earned credits to future mailings of First-Class Mail® Presort and Automation cards, letters and flats, and Standard Mail® letters and flats.

The Earned Value Promotion registration will lead the recipient to:

1. Select one or more Customer Registration Identifications (CRIDs) from active Permits.
2. Select one or more Mailer Identifications (MIDs) to be used on reply mail pieces.
3. Select the Permit account(s) where the future credits will be applied.

II. PROGRAM PARAMETERS

Registration Period: March 15th through April 30th 2015

Promotion Period: May 1st through July 31st 2015

Eligible Mail: Business Reply Mail and Courtesy Reply Mail

Acceptance Period for Credits: Credits will be released when the mailer agrees to their volumes when the promotion ends
Volumes must be accepted by September 15th 2015; otherwise the credits will be forfeited

Earned Value Credits: $0.02 per BRM or CRM pieces counted for first time participants or those who did not exceed their threshold
$0.03 per BRM and CRM pieces counted if the total number of CRM and BRM pieces exceed the total number of a mailer's CRM and BRM pieces counted as part of the 2014 Earned Value promotion. Credits are available for their use once they have been released to the respective permit(s).

Expiration Date for Credits: December 31st 2015

III. REGISTRATION REQUIREMENTS

Program Registration: Participants and/or mail service providers must register their MID(s) and Permit account(s) to which future credits will be applied on the Business Customer Gateway. Mailers agree to participate in a survey about the promotion. Registration opens March 15th 2015 and will end on April 30th 2015.

The 2015 Earned Value Promotion provides mailers with earned credits based on qualifying BRM and CRM cards and letters with an Intelligent Mail barcode. The encoded IMb with registered Mailer ID(s) in the Earned Value promotion will be read during mail processing and converted into piece counts. The enrolled mailer can see those piece counts on the Business Customer Gateway in their Activity Report.

During registration the mailer will also select one or more Permit accounts to which earned value credits will be applied. Imprint, meter, OMAS Imprint, OMAS meter and Precanceled permit types are eligible.

IV. MAILING REQUIREMENTS

OUTBOUND MAILPIECES

BRM AND CRM Requirements: BRM and CRM pieces must contain an Intelligent Mail barcode with the registered MID encoded. The outbound BRM and CRM pieces may be sent to recipients in any category, shape or class of mail.

The Business Reply Mail and the Courtesy Reply Mail pieces must contain the Intelligent Mail barcode with the Mailer ID encoded to qualify. All qualifying reply mail must contain an Earned Value Promotion preregistered MID to be identified and scanned during mail processing.

Postcard and letter-size BRM must be barcoded with a valid and properly used ZIP+4 code on the mailpiece and the same ZIP +4 code must be encoded within the IMb. The IMb on all BRM and CRM must contain the barcode ID, service type ID, and correct ZIP+4 routing code. Permit holders must use the ZIP+4 codes and the MID assigned by the U.S. Postal Service.

Promotion Period/Mailing Date: Reply Mail pieces will be counted during the promotion period, May 1st 2015 through July 31st 2015. The credits are earned on Reply Mail that is scanned during the promotion period May 1st 2015 through July 31st 2015. The credits will not be earned on pieces scanned after July 31st 2015 even if the outbound mailpieces were sent prior to that date. The count of reply mail pieces will be based on scans during mail processing. It is possible that the machine counts may vary from the mailer's counts. For the purpose of this promotion, the U.S. Postal Service will calculate the credits based on piece counts resulting from the scans captured during mail processing and computed by the Alternate Postage (ALT-P) system.

V. EARNED VALUE CREDITS

Earned Value Credits Calculation: At the end of the promotion, the earned value assigned to BRM will be multiplied by total BRM pieces counted and the award value assigned to CRM will be multiplied by the total CRM pieces counted.

First Time Participants in the Earned Value Promotion:

Earned Value = $0.02 x Total BRM Pieces Scanned
Earned Value = $0.02 x Total CRM Pieces Scanned

Previous Participants in the Earned Value Promotion:

Earned Value = $0.03 x Total BRM Pieces Scanned, if the mailer exceeds the threshold. The threshold is calculated as the total number of BRM and CRM pieces for which a mailer received an earned credit in the 2014 promotion. This calculation will be performed for each enrolled MID.

Earned Value = $0.03 x Total CRM Pieces Scanned, if the mailer exceeds the threshold. The threshold is calculated as the total number of BRM and CRM pieces for which a mailer received an earned credit in the 2014 promotion. This calculation will be performed for each enrolled MID.

Note: Previous participants who do not meet or exceed their threshold will earn $0.02 per scanned CRM or BRM piece.

Redeeming Earned Value Credits: The credits will be released when the mailer agrees to their volumes when the promotion ends.
Volumes must be accepted by September 15th 2015; otherwise the credits will be forfeited.

Expiration Date for Earned Value Credits: December 31st 2015

Postage for future mailings of First-Class Mail Presort and Automation cards, letters and flats, and Standard Mail letters and flats must be paid using the Permit accounts where the Earned Value credits were applied**.**

To use the Earned Value credits, a mailer must submit mailings of First-Class Mail Presort and Automation cards, letters and flats, and Standard Mail letters and flats electronically via Mail.dat, Mail.XML or Postal Wizard and claim the incentive code RR in the CCR field or use the dropdown menu in Postal Wizard.

If a mailer has selected a meter permit imprint account, please note that credits can only be applied to postage balances that are due at the time of mailing and cannot be credited to metered amounts.

VI. PROGRAM OFFICE CONTACT INFORMATION

Further questions can be directed to the Program Office at EarnedValue@usps.gov

VII.REVISION HISTORY

Date	Section	Reason For Revision	Version
2-7-2014	Entire Document	Updated to 2014 Program Requirements	2
8-13-2014	V	New credit acceptance and expiration dates	3
2-11-2015	Entire Document	Updated to 2015 Program Requirements	4
2-25-2015	Entire Document	Updated to 2015 Program Requirements (incl. input from U#8 group)	5
4-1-2015	Entire Document	Updated to reflect delayed rate case implementation	6
4-21-2015	Entire Document	Updated registration-, promotion period-, credit acceptance-, and credit expiration dates	7